

## ASX ANNOUNCEMENT

14 March 2022

### **Ai-Media appoints Cheryl Hayman as Non-Executive Director**

**Melbourne, Australia, 14 March 2022:** Ai-Media Technologies Limited (**Ai-Media or Company**) (**ASX: AIM**), a global technology company delivering live and recorded captioning, transcription and translation, is pleased to announce the appointment of experienced independent Director Cheryl Hayman to its Board, with effect from 14 March 2022.

Ms Hayman has extensive experience working as an independent Director across multiple sectors including ASX-listed companies Beston Global Food Company (ASX: BFC), household appliance manufacturer and distributor Shriro Holdings (ASX: SHM) and investment company HGL Limited (ASX: HGL), as well as industry bodies and non-for-profit organisations for the past 14 years.

Prior to that, she held a range of senior strategic technology, digital strategy roles and global marketing roles including Head of Marketing and Innovation at Sunrice, George Weston Foods, Unilever Australia, NZ and UK, Yum Restaurants International and Who Weekly magazine.

Ai-Media Chair Deanne Weir said: *“We are thrilled to welcome Cheryl to the Board as a Non-Executive Director of Ai-Media, bringing a considerable depth of experience across a range of businesses and organisations in Australia as well as internationally.”*

*“Cheryl has served on boards as well as taken on additional leadership roles chairing remuneration and nomination committees for several ASX-listed companies. Her corporate experience focusing on customer experience and brand building will also be valuable skills we can leverage in her role with Ai-Media.”*

Ai-Media Co-founder and CEO Tony Abrahams said Ms Hayman demonstrated a desire to create workplaces that fostered social purpose, inclusion and care, both within the organisation and for its customers, which fit well with Ai-Media's ethos.

*“In addition, Cheryl has a strong background in technology, which is important to us as we continue to grow Ai-Media as the leading global provider of live and recorded captioning, transcription, and translation via our cloud-based technology platform. We are continuing to drive growth at Ai-Media through new products and increased SaaS and Devices revenue and Cheryl's experience and demonstrated abilities will further add to our leadership team's skillset.”*

Ms Hayman said she was looking forward to taking on her new role at Ai-Media.

*“Ai-Media Technologies is a company that is focused on accessibility and inclusivity while also demonstrating a transformational market position and scalability which poses an immense global opportunity. I look forward to drawing on my knowledge and the experiences gathered across many sectors both as a professional company director and previously in my corporate career to help the company continue on this exciting trajectory of growth.”*

Cheryl's appointment is effective from 14 March 2022, and she will be a member of the Company's Remuneration and Nomination Committee and the Audit and Risk Committee.

**ENDS**



Authorised for release by the Board.

### Further Information

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#### About Ai-Media

Founded in Australia in 2003, technology company Ai-Media has become a global leader in the provision of high-quality live and recorded captioning, transcription and translation services. Its technology platform combines artificial intelligence and human expertise to deliver speech-to-text accuracy in three price points: automated (Lexi), semi-automated (Smart Lexi), and premium (Ai-Live). The company is the biggest captioning provider in the Australian market, with clients including major free-to-air and pay television networks, and has a growing international footprint, with offices in Australia, the US, UK and Canada. Globally, Ai-Media technology delivers 7 million minutes of live and recorded media content, and online events and web streams every month. Ai-Media (ASX: AIM) commenced trading on the ASX on 15 September 2020. For more information on Ai-Media please visit <https://www.ai-media.tv/>